



**FOR IMMEDIATE  
RELEASE**

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## **FIRST FEDERAL OPENS ROGERS PINNACLE LOCATION**

*Rogers, Ark., March 2008* – Larry J. Brandt, Chief Executive Officer of First Federal Bank, is pleased to announce the opening of First Federal's 19th full-service branch in the Rogers Pinnacle area. The new office, located at 2000 Promenade Blvd., features 8,000 sq. feet of retail bank space and regional bank offices.

"We're excited about opening a new location in such a vibrant, growing city," said Ross Mallioux, President-Western Division/Chief Lending Officer. "It will be very convenient for customers who work in the area or want to take advantage of all the great shopping and dining."

Rogers Pinnacle serves as the Northwest Arkansas Regional Headquarters and offers a full range of checking, savings, investment, and loan products and services. The Bank Lobby is open Monday-Thursday, 8am-5pm; Friday, 8am-5:30pm; and Saturday, 8am-12pm. The Drive-Thru is open Monday-Friday, 7:30am-6pm; and Saturday, 8am-12:30pm. The office can be reached by calling 479.633.9300.

The Pinnacle office joins two other First Federal branches in the Rogers area – 2030 W. Elm and 1303 Hudson Rd.

### **About First Federal Bank**

First Federal is a community bank serving consumers and businesses in Northcentral and Northwest Arkansas with a full range of checking, savings, investment, and loan products and services. The Bank, founded in 1934, has \$792.0 million in assets as of December 31, 2007, and conducts business from 19 full-service branch locations, one stand-alone loan production office, and 30 ATMs. First Federal Bank is a wholly owned subsidiary of First Federal Bancshares of Arkansas, Inc., whose stock is traded on the NASDAQ Global Market under the symbol FFBH. For information on all the products and services we offer, visit us on the web at [www.ffbh.com](http://www.ffbh.com) or contact our Account Information Center by phone toll free at 866-AIC-FFBH (870.365.8329 Harrison area) or by email at [aic@ffbh.com](mailto:aic@ffbh.com).

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